DDA/Main Street Minutes

November 15th, 2023

Executive Board Members present: Paul Sewell, Carey Jackson, Dennis White, Alice Glenn

Executive Board Chairman: Carey Jackson

Director: Jason Ford

Main Street Coordinator: Peggy Vickery

Carey called the meeting to order at 12:00 p.m.

Carey asked Jason to give an update on the 2024 budget. Jason explained that the DDA needed to retain some of the distribution from the City of Hartwell to pay for the director’s participation in Leadership Georgia which is $4000. To accommodate that, the $40,000 distribution from the city would be split evenly in 2024 with $20,000 being retained by the DDA and $20,000 being distributed quarterly to Hartwell Main Street. Otherwise, the budget is the same as last year. Dennis made a motion to approve the budget as presented, Paul seconded. All voted in favor.

Due to scheduling conflicts, the official portion of the meeting was adjourned, and Jason and Peggy briefed the remaining members present on Certified Downtown Professional Training. Jason attended DDA Law and Preservation and Design. Through that discussion, the board asked Jason to check on an updated insurance policy that covers D&O.

Peggy briefed on a successful Monster Mash, Girls Night Out and the upcoming Christmas Tree Lighting event. There was also a brief discussion on an upcoming podcast project.

Carey stated the minutes for October will be reviewed at the December meeting.

Faithfully Submitted,

Jason Ford

Executive Director

DDA November Director’s Report

Training:

* Certified Downtown Professional – Role of Downtown Professional Completed in August, Downtown Development Authority Law (November), Preservation and Design (November) – Location Americus
* Leadership Georgia (Various Dates starting in January)

Activity:

* Annual Assessment – January 30th, Hotel Indigo in Athens (all “staff”, one board member, direct report) Also invited the mayor
* Focused on Annual Assessment Document
* Potential Archway - ILA Project – Downtown Master Plan
* Archway – Carl Vincent – Marketing/Branding Look Book – First steering Committee 10/31
* New Business – Coffee and Donut (Brown Mercantile Building)

Community Connections:

* Rotary (International Services Chair) – Peace Pole installation (Railroad Street Park)
* Archway Executive Committee
* College and Career Academy Board of Directors
* Hart County OneHartBeat Foundation Board Member
* Georgia Initiative for Community Housing
* Poverty Taskforce
* Georgia Downtown Association
* Veterans of Foreign Wars – wrote a Georgia Council for the Arts Grant – awarded $5000

Main Street

* Peggy’s Report

